

*Request for Continued Examination*  
*U.S. Ser. No. 10/249,205*  
Page 3 of 10

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings of claims in the application:

### **Listing of Claims**

- Claim 1. (currently amended) A method of automatically populating, maintaining and updating a web-based database, the method comprising the steps of:
- (a) receiving records of individuals from an existing database automatically and without ~~registration by~~ express registration action in the web-based database by the individuals;
  - (b) populating a web-based database with the ~~individual~~ records of the ~~non-registered~~ individuals from the existing database;
  - (c) creating an access account for each individual record without express registration action in the web-based database by the individuals;
  - (d) transmitting the access account to the ~~non-registered~~ individuals; and
  - (e) enabling remote maintenance of the individual records by the individuals by use of the access account.
- Claim 2. (previously presented) The method of claim 1, wherein the records are received by transfer across an electronic link.
- Claim 3. (previously presented) The method of claim 2, wherein the electronic link is electronic mail.
- Claim 4. (previously presented) The method of claim 2, wherein the electronic link is selected from satellite systems, cable systems, direct modem

*Request for Continued Examination*  
*U.S. Ser. No. 10/249,205*  
Page 4 of 10

connections, network connections, VPN connections, or Intranet connections.

Claim 5. (previously presented) The method of claim 1, wherein the populating of the web-based database with the individual records further comprises automatically mapping the records.

Claim 6. (previously presented) The method of claim 1, wherein the populating of the web-based database with the individual records further comprises manually mapping the records.

Claim 7. (previously presented) The method of claim 1, wherein the access accounts are generated automatically.

Claim 8. (previously presented) The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by fax.

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Claim 9. (previously presented) The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by email.

Claim 10. (previously presented) The method of claim 1, wherein the temporary access accounts are transmitted to the individuals by a media selected from voice mail, physical address, or pager.

Claim 11. (previously presented) The method of claim 1, wherein the remote maintenance occurs across the Internet.

Claim 12. (previously presented) The method of claim 1, wherein the remote maintenance comprises altering the individual records.

Claims 13-16. (cancelled)

*Request for Continued Examination*  
U.S. Ser. No. 10/249,205  
Page 5 of 10

Claim 17. (currently amended) A remotely accessible data storage system, comprising:

- (a) a database automatically populated with ~~existing~~ customer data records without ~~registration by the customer~~ accessing said database;
- (b) an account generator provided for creating access numbers for the customer data records;
- (c) a broadcast system provided for distributing the access numbers to the ~~unregistered~~ customer without a customer request; and
- (d) an update system provided to enable customer access to the data records by use of the access numbers.

Claim 18. (previously presented) The remotely accessible data storage system of claim 17, wherein the database is a web-based database.

Claim 19. (previously presented) The remotely accessible data storage system of claim 17, wherein the customer data records include marketing profiles.

Claim 20. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by facsimile.

Claim 21. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by email.

Claim 22. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by the media selected from voice mail, instant messaging, mail, or by pager.

Claim 23. (previously presented) The remotely accessible data storage system of claim 17, wherein the broadcast system distributes the access numbers by

*Request for Continued Examination*  
*U.S. Ser. No. 10/249,205*  
Page 6 of 10

a combination of fax, email, and voice mail.